

# Tariq Stanley

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## SUMMARY

Creative content creator with over 2 years in developing engaging digital narratives for fashion and lifestyle brands. Known for visual storytelling through innovative short-form videos on platforms like TikTok and Instagram. Adept at analyzing trends, adapting them to enrich brand visibility and identity. Proven ability to collaborate effectively on moodboards and campaign calendars ensures consistency in visuals across various channels. This role involves strong creative input and the foresight needed to drive engagement and increased brand recognition.

## EXPERIENCE

### Junior Content Creator

January 2025 - Present

TrendSetter Agency

New York, NY

Support ongoing social media content initiatives by driving creative vision within a dynamic team. Focused on leveraging trends to amplify brand exposure and audience loyalty.

- Executed 50+ unique social media concepts enhancing visibility and consumer interaction.
- Produced compelling TikTok and Instagram Reels, elevating follower engagement significantly.
- Conducted trend analysis to inform strategic adjustments, keeping the brand ahead in the fast-paced fashion landscape.
- Collaborated on diverse moodboards ensuring cohesive aesthetics in branding efforts.
- Pioneered strategy adjustments that boosted overall brand awareness among target demographics.
- Utilized CapCut and Canva for high-quality video editing, impacting content effectiveness.

### Content Intern

June 2024 - December 2024

Chic Designs

Los Angeles, CA

Gained foundational experience in the content creation field, working with designers and marketers to deliver captivating digital assets for fashion campaigns.

- Assisted in curating visuals for new product lines, contributing to successful marketing launches.
- Crafted engaging posts aligned with seasonal trends, bolstering brand voice and aesthetic.
- Supported development of promotional graphics, optimizing for social media performance.
- Monitored engagement metrics proffering insightful recommendations for content strategies.
- Engaged in collaborative brainstorming, generating fresh and appealing ideas for upcoming campaigns.
- Partnered with design teams to create impactful moodboards articulating brand direction.

## LEADERSHIP & AWARDS

- Dean's List, University of California, Los Angeles, 2024
- Best Creative Project, UCLA Marketing Competition, 2025

## EDUCATION

### Bachelor of Arts in Marketing

2026

University of California, Los Angeles | GPA: 3.8

Los Angeles, CA

**Coursework:** Consumer Behavior, Digital Marketing, Brand Management, Visual Communication

## CERTIFICATIONS

- Social Media Marketing Certification | 2025
- Digital Content Creation Certificate | 2025

## TECHNICAL SKILLS

- Video Editing Software:** CapCut, Adobe Premiere Pro, Final Cut Pro
- Social Media Platforms:** Instagram, TikTok, Facebook
- Content Management Systems:** WordPress, Squarespace, HubSpot
- Graphic Design Tools:** Canva, Photoshop, Illustrator
- Analytical Tools:** Google Analytics, Hootsuite Insights, Buffer
- Collaboration Tools:** Slack, Google Workspace, Trello
- Digital Marketing Frameworks:** SEO, SEM, SMM
- Branding Strategies:** Identity Development, Style Guides, Brand Audits

- **Visual Communication:** Infographics, Mood Boards, Presentation Graphics
- **Networking Platforms:** LinkedIn, Meetup, Eventbrite

## SKILLS

- Content Creation
- Visual Storytelling
- Campaign Development
- Digital Marketing
- Social Media Strategy
- Aesthetic Development
- Collaboration Skills
- Audience Engagement
- Video Editing
- Brand Growth
- Market Research
- Project Management
- Trend Analysis
- Creative Leadership
- Graphic Design

## PROFESSIONAL AFFILIATIONS

- Member, UCLA Fashion Club, 2022 - Present
- Volunteer, Fashion for a Cause, 2023

## LANGUAGES

- English (Native)
- Spanish (Intermediate)

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST